



**Department of Workforce Services
and
Arkansas Workforce Investment Board Issuance PY 08-09**

From: Artee Williams, Director
Kenneth Ferguson,
Executive Director

Date: January 28, 2009

TO: Local Workforce Investment Areas/Service Providers

SUBJECT: PY 2008 Workforce Investment Board Outreach Grants to Local Workforce Investment Areas

1. **Purpose:** To fund outreach and public awareness activities.
2. **General Information:** On January 14, 2009 The WIA Title I 15% Program Year 2008 Budget approved by the AWIB in the October 2008 meeting included \$250,000.00 to fund public awareness activities at the State and Local levels. Each of the ten local workforce areas will receives \$25,000.00. The funds are to be used for local outreach activities promoting public and business awareness and familiarity with the services provided to employers and job seekers. The outreach grant will end June 30, 2010.

These funds are to be used for "tangible" outreach efforts, excluding travel, meals, and salaries as these costs are already being funded by Local Area WIA funds. The list below provides some examples of allowable activities, but are not all-inclusive.

- Allowable expenses associated with business expos, job fairs and other forums
- Printed materials including folders, brochures and similar outreach and educational items.
- Workforce center specific printed materials including envelopes and stationery
- Awareness building through use of various forms of media
- Expenses associated with direct mail campaigns, including postage
- Qualifying Signage

-Over-

DWS/AWIB Issuance PY08-09

-2-

January 28, 2009

LWIA	Subgrant Number	Total Allocation
Central	05-P08-OUTREACH-90	25,000.00
Eastern	05-P08-OUTREACH-31	25,000.00
City of Little Rock	05-P08-OUTREACH-81	25,000.00
North Central	05-P08-OUTREACH-20	25,000.00
Northeast	05-P08-OUTREACH-30	25,000.00
Northwest	05-P08-OUTREACH-10	25,000.00
Southwest	05-P08-OUTREACH-50	25,000.00
Southeast	05-P08-OUTREACH-40	25,000.00
West Central	05-P08-OUTREACH-71	25,000.00
Western	05-P08-OUTREACH-60	25,000.00

3. **Action Required:**

Please submit three (3) complete (original signatures) Subgrant packages to the ADWS Office of Financial Management by close of business on February 16, 2009.

- AR-WIA-3 Notice of Subgrant Award page (performance period shall commence on January 14, 2009 and shall terminate on June 30, 2010)
- Outreach Summary
- Budget Back-up (Narrative)
- Outreach Program Summary
- Assurances and Certifications

If mailed, address to:

Arkansas Department of Workforce Services
Attn: Shirley Winters
Office of Financial Management
P.O. Box 2981
Little Rock, AR 72203

4. **Inquiries:** Contact Shirley Winters at 501-682-6181.

5. **Expiration Date:** June 30, 2010